

**FEDERAL CITY PERFORMING ARTS ASSOCIATION
BOARD OF DIRECTORS MEETING
November 16th, 1994
Levine School of Music**

Directors: Present: Boykin, Cohen, de Keyser, Fiorito, Gerard, Greenwald, Haber,
Madigan, Rosen, Streit, Wheeler, Weeks, Wells
Absent:
Guests: Holloway, McClelland

Meeting called to order at 7:30 p.m. by Fiorito.

REVIEW OF OCTOBER 19, 1994 MINUTES

Cohen asked that page 4, 3rd paragraph, 3rd sentence be changed to read "Lambda Rising and Olssen's have expressed an interest in selling the 1994 Holiday Greeting Cards.

Motion to approve the minutes as amended: Greenwald. Second: Wheeler. Unanimously approved.

FINANCIAL REPORT

McClelland reviewed last month's financial statements. He said expenses are still coming in for the December concert. The CD expenses are running over budget due to sales discounts and the cassettes given to new members. Business Expenses are also over budget due to catering costs and merchandising.

He then spoke about the season brochure expenses that were somewhat increased over last season. He speculated that we are not getting a good return on our mailing. Season ticket requests are not coming in as well as last year. He suggested the season brochure be mailed much earlier next year which will ensure faster returns and possibly more revenue earlier in the year.

Boykin said he was concerned about ticket procedures for chorus members. He thought that chorus members do not have enough tickets in their hands, and that will cause a slow down in sales. Cohen explained that members could get tickets, but would have to settle for tickets in the back of the theater. Other seats will be available in two weeks, and then tickets will be available to everyone. Fiorito then explained that indeed there were two ways that people can get tickets for the concert. Some seats are available for chorus members to sell now, however they are not the best seats in the Lincoln. After Capital Club and season subscription tickets are sold, we will then be able to release the rest of the tickets for sale.

McClelland stated that overall the chorus is doing well financially.

Motion was made by Rosen to accept the financial report. Seconded by Madigan. Unanimously approved.

PRESIDENT'S REPORT

Fiorito reminded everyone that the draft of goals and initiatives was due on December 1st.

There will be no formal board meeting in December, but we will meet to discuss the compilation of data from the goals and initiatives on December 14th at Levine at 7:30pm. All board members should attend this meeting.

We are sending in 1/2 of our payment of GALA delegate fees before January 1st to keep our spot reserved for Tampa Bay. This will be approximately \$3500 in fees.

The Pan American Health Organization concert will be held in the Jefferson Memorial Auditorium at the Agriculture Building at 14th and Independence Ave. NW. The auditorium seats approximately 500. We will be performing on the same program with a Latina singer and Dr. Madeline Albright, the ambassador to the United Nations.

We will be doing a CD recording on Saturday afternoon at the Lincoln. Richard Dupler has graciously volunteered to do our sound recording, saving us approximately \$1000 in costs.

The Levine School of Music is trying to expand and to move their offices to Upton St. NW. Some of the neighbors on Upton Street oppose the move and are trying to get the local board to vote against the Levine move. Fiorito urged all DC residents to write letters expressing their support for Levine and its move. He emphasized that GMCW has had a longstanding commitment from Levine, and that they have remained highly supported of us. He will also be announcing this at chorus rehearsal.

The Fiorito Pearl of Wisdom for the Month is... "NEVER LET THE TYRANNY OF THE URGENT PUSH OUT WHAT'S IMPORTANT!"

MUSIC DIVISION

Holloway stated that all elements are in place for the December concert. Big Night Out, a gay/lesbian country band, will be accompanying us in the second half of the concert. They will be playing a 10-minute set of their own music during intermission. Wheeler stated that merchandise sales will be going on before and after concert, as well as intermission.

Holloway said he had preregistered for the March American Choral Directors Association conference to be held in March, 1995 in Washington. If anyone is interested in registering, please see him.

The repertoire advisory committee is currently planning the 1995-1996 season. They are discussing the possibilities for a musical production next year, keeping in mind tight budget considerations.

MEMBERSHIP

Boykin thanked Jim Peterson for doing an outstanding job for planning the chorus retreat. There were very few negative comments, and everyone seemed to enjoy themselves. It was also important for the new members, some of whom have spoken to Boykin about how the retreat has made them feel more part of the chorus.

The membership event at the retreat was also very successful. Boykin thanked Michael Milano and Dick Dorr for assisting him in this endeavor.

Boykin then discussed the membership survey which was passed out to everyone. He was pleased with the number of people who completed the survey- a 50% response is excellent. Also the amount of time in the chorus averaged 4.8 seasons, an indicator that people are certainly staying around. 50% of the respondents would choose to rehearse on a different night if it became available. The largest majority of those chose Monday as the new rehearsal night.

The positive responses from the chorus dealt with the CD recording, the June trip to LA, the Show of Show concert, and the DC Flashpoint/Stonewall concert. Another very high scoring item was the number of friendships that have occurred due to chorus membership. There were a number of interesting comments by members on where the chorus needed improvement. The most often mention comments dealt with having more advanced notice about what the chorus was doing, improving our quality of sound, having more social events, improving our programming and having better discipline at rehearsals.

In the final section, the members gave the chorus high marks for their membership in the chorus. There were high marks on almost all the questions, except for the one dealing with social events and wanting the chorus to perform at more community events.

CD REPORT

Weeks passed out a sheet explaining our past sales and our current inventory. We will be selling CDs and tapes at George Mason University and at our December concert. Fiorito commented that he will check on whether or not we can sell them at the PAHO event. We will be advertising our CD in the Blade, the GALA gram, and possibly even through a direct mail campaign.

Madigan suggested that people from the chorus who are interested could sell our CD to others if they go to a chorus rehearsal in another city. Weeks said he would allow this on a limited basis if the interested people approach him.

Holloway asked Weeks if the royalty letter has been written to explain that we have reordered the CD. He explained that the first letter only dealt with our first printing. Fiorito then asked Holloway to begin work on the royalty letter, so that it would be completed before the reorder is received.

PRODUCTION

Wheeler said that we will be selling CDs and tapes at George Mason University. He will be meeting on November 22nd to make the final arrangements with GMU.

There was a meeting at Lincoln recently to discuss the holiday concert production requirements. We will need extra lighting and sound at the Lincoln. We are in need of extra space on the stage, so we are going to be using extra platforms and risers. Wheeler and Steve Herman will be looking at sight lines for the box seats. The sales for the boxes are already going well. Holiday cards and CDs/tapes will be sold in the front lobby.

Parking will be provided for 120-140 cars at \$4 per car. Other options have been explored, but have not been fruitful. He commended the Marketing committee for their hard work with getting people

out to U St. to look at the Lincoln. Holloway suggested that the Capital Club consider having a brunch event the same day as their planned Lincoln tour. Gerard said he will check with John Perkins on this matter.

FACILITY SEARCH REPORT

Wells said that the facility search was divided into two issues: rehearsal space and office space for an executive director. He and Boykin went to Lambda Community Center for a meeting about their new space. Although the Community Center will not be able to give us space for our purposes, their plan is to purchase or rent a larger building in the future, where renting a space may be possible.

Wells has spoken to the Gay and Lesbian Task Force about space in their new building. Mary Farmer will be getting back to him with a quote. He has looked into other options for space, including a facilities search company. Greenwald said that GALA has an office space at 12th and K NW and that GMCW should look into sharing space with them. Holloway stated that the office space needed enough room for people to come in and buy tickets, as well as space for volunteers to work. The space should preferably been on a street level. Greenwald said the price would be doubled with those requirements. The U Street corridor was also mentioned as an alternative to look for space.

MARKETING

Cohen said that he is open to any suggestion for season ticket brochures for next year. He agreed that costs were substantially higher this year for marketing the brochure. He stated that the marketing committee will meet soon to talk about their strategies for next year's brochure. He is contemplating speaking to a marketing research company to assist us in next year's marketing strategies.

Parking information and ticket exchange policy will be mailed out with all ticket orders for the holiday concert.

GALA 2000 REPORT

Haber passed out a sheet outlining the meeting that was held recently with the Lesbian and Gay Chorus of Washington about the possibility of Washington, DC hosting the GALA 2000 Festival. Although there were positive and negative feelings about hosting such an event, the overall consensus was that it would be far too expensive and the venue possibilities were quite limited. The group decided they would look into the possibility of holding a invitational small ensemble concert, an annual GALA leadership conference, or possibly both.

Fiorito, who went to this exploratory meeting, thought it was an excellent discussion. He commented that a number of people there had experience in planning conferences, and unfortunately they all said that Washington was just too cost prohibited to hold a big conference. Madigan stated that the cost of the Kennedy Center for a possible venue was not as high as most people thought, and that it could be a venue for the concerts.

ADVERTISING

Greenwald stated that he has just heard from Kit Grieder, who will not be able to fulfill the obligation of concert program coordinator for the holiday concert due to personal reasons. He has spoken to a person from Polly's Restaurant who may be willing to assist us with program production. He will be meeting with them tomorrow.

Advertising sales have been brisk. 50 ads have already been sold which has brought in approximately \$12,000 in revenue.

Fiorito commended Greenwald on his hard work with Advertising. Greenwald stated that Gerard has done a tremendous amount of work in advertising sales and also deserves recognition.

FUNDRAISING

Streit thanked everyone who has volunteered to work on fundraisers this year. The Combined Federal Campaign has somewhat limited access for donations. Therefore, we have applied to two arts organizations, The Local Independent Charities and the United Arts Organization to increase our visibility.

The Powers estate is having difficulty finding a buyer. The Finance committee has suggested that a new real estate agency be employed to attempt to sell the home. de Keyser asked if we were the only vested interest in this estate. Streit said no there are two others, but we are the only ones actively pursuing the selling of the estate.

Streit reported that the next fundraiser will be the direct mail campaign to be held early next year. Season brochure donations have totaled \$810.

OTHER BUSINESS

Rosen complemented Charlie Merk for calling the Support Section in advance to let them know of the holiday card project. Cohen thanked Rosen and the Support Section for their work in assembling the packets of holiday cards. Wheeler also thanked Rosen for his assistance in leading the Lincoln Theater tour.

de Keyser went to a workshop on Nonprofits and Corporate Fundraising. He has a copy of his notes for anyone who is interested. He was highly complementary on the presentation and thought it was worth the time and money spent. Fiorito said that he would like to see board members be reimbursed up to a limited amount if they went to one of these seminars.

Wheeler made a motion that board members be reimbursed up to \$100 per member to attend the seminars dealing with non-profit organizations. Gerard seconded. Eleven yes, one abstention.

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Holloway stated that we must pick up after ourselves after rehearsal on Sunday night. He asked that people be more careful about putting out and picking up papers on the back table.

Weeks is actively looking for someone to videotape our holiday concert. He has located someone who is interested and will pass on the information at rehearsal soon.

There being no further business, Madigan moved to adjourn, Weeks seconded. Unanimously approved.

Meeting was adjourned at 9:40 pm.

Fred Boykin
Secretary
FCPAA Board of Directors